

**REMARKS**

The foregoing amendment and the following arguments are provided generally to impart precision to the claims, by more particularly pointing out the invention, rather than to avoid prior art.

Claims 1-5, 7-14, 16-20, 22-29 and 31-41 are currently pending.

Claims 1-5, 7-14, 16-20, 22-29 and 31-41 were rejected. Claims 1, 16, 31 and 41 have been amended. Support for the amendments is found in the specification, the drawings, and in the claims as originally filed. No new matter has been added.

**Rejections Under 35 U.S.C. §102(e)**

Claims 1-5, 7-14, 16-20, 22-29 and 31-41 were rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Patent No. 6,529,878 (hereinafter "De Rafael"). Applicant respectfully disagrees.

In rejecting claims 1, 16 and 31, the Office Action asserted that "De Rafael teaches advertisers providing questionnaires in real time after users click on banner ads (see column 6, lines 29-44; column 4, lines 15-29)" (Page 3, lines 10-12, Office Action mailed April 7, 2005). Applicant respectfully disagrees.

Applicant respectfully submits that De Rafael (e.g., Col. 6, lines 29-44; Col. 4, lines 15-29) does not show *advertisers* providing questionnaires in real time. De Rafael (e.g., Col. 6, lines 29-44; Col. 4, lines 15-29) shows a computer 16 that generates and transmits the web pages. A person skilled in the art understands that a computer is not an advertiser.

Applicant respectfully requests the consideration of Fig. 1 of De Rafael, which shows questions and responses between a user 12 and a processor 10 (not between a user 12 and an advertiser 14). Further, De Rafael (Col. 4, lines 20-21) shows that "Processor 10 forwards to each advertiser 14 the answers it has received ...". Thus, in the system of De Rafael the real time communication is between the processor 10 and the user 12. De Rafael does not teach or suggest real time communication between the advertiser and the user.

Claim 1, for example, recites “establishing a real-time communications link between the one or more users and an advertiser of the selected advertising link”. Since the system of De Rafael does not arrange real time communication between the *advertiser* and the user, the system of De Rafael is significantly different from what is claimed in the claim.

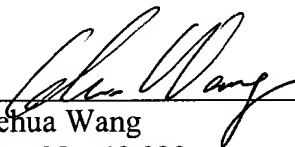
Thus, at least for the above reasons, De Rafael does not anticipate claims 1, 16, 31 and their dependent claims.

### CONCLUSION

It is respectfully submitted that all of the Examiner’s objections have been successfully traversed and that the application is now in order for allowance. Accordingly, reconsideration of the application and allowance thereof is courteously solicited.

Respectfully submitted,

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